

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 11-282431

(43)Date of publication of application : 15.10.1999

(51)Int.Cl.

G09G 3/36
G02F 1/133

(21)Application number : 10-085683

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(22)Date of filing : 31.03.1998

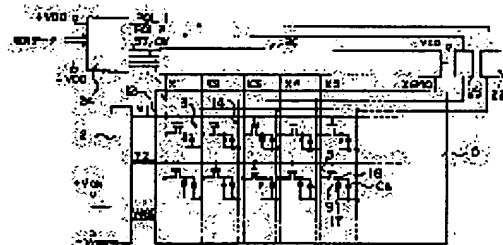
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(54) PLANAR DISPLAY DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To reduce an absolute value of a required video signal voltage in an IPS(In-Plane Switching) mode liquid crystal display device.

SOLUTION: Counter electrodes 17 of odd number row pixels are connected with a common circuit 22 for the odd number row pixels via a common line 13, and counter electrodes 17 of even number row pixels are connected with a common circuit 23 for the even number row pixels. The counter electrodes 17 of the odd number row pixels and the counter electrodes 17 of the even number row pixels are supplied with a common voltage of an inverted polarity by a controller 24 and common circuits 22 and 23. Further, the controller 24 supplies a video signal voltage of an alternately inverted polarity to each signal line of the odd number pixels and the signal line of the even number pixels, and drives them by inverting the polarity for each line scanning period.



LEGAL STATUS

[Date of request for examination]

28.03.2005

[Date of sending the examiner's decision of



rejection]

[Kind of final disposal of application other than
the examiner's decision of rejection or
application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's
decision of rejection]

[Date of requesting appeal against examiner's
decision of rejection]

[Date of extinction of right]